

**Utah Office of Tourism
Board Meeting
Friday, January 10, 2019
Woodward Park City – Elevated Triangle Café
3863 Kilby Road, Park City, UT 84098**

Members Present: Lance Syrett, Nathan Rafferty, Shayne Wittwer, Glen Overton, Mike Taylor, Elaine Gizler, Sara Toliver, Greg Miller

Members Excused: Kym Buttschardt, Dirk Clayson, Dean Cox

Staff: Vicki Varela, Dave Williams, Becky Keeney, Lorraine Daly, Julia Barnhouse, Sandra Salvas, Rosie Serago, Celina Sinclair, Denise Jordan, Andrew Gillman, Anna Loughridge

Visitors: Lee Banov, Scott Sorenson, Kylie Kullack, Colin Greenberg, Tom Love, Adam Whalen, Hannah Saunders, Megan Griffin, Monique Beeley, Raelene Davis, Judy Cullen, Alison Garner, Jonathan Smithgall,

WELCOME

Lance Syrett called the meeting to order and welcomed the board, staff, and visitors to Woodward Park City. Members of the board and visitors introduced themselves.

Morrison Hseih, Woodward Park City, welcomed the board and guests to the venue, and provided a brief overview of the venue.

MINUTES

MOTION: Mike Taylor motioned to approve the minutes from the December 13, 2019 meeting which was held at the Governor’s Office of Economic Development in Salt Lake City, UT. Sara Toliver seconded the motion. The motion carried unanimously.

DIRECTOR’S REPORT

Vicki Varela, Managing Director, UOT, reported on the following items:

- Vicki thanked our advertising firms, Struck and Love Communications, for the great creative content and placement that they’ve done for our office.
- Strategic Plan – Becky Keeney is facilitating internal planning meetings to address the results of the new plan. Hiring decisions are also being made.
- Governor Herbert’s budget has been released and allocated \$18 million in funding to the Tourism Marketing and Performance Fund (TMPF).
- National Park Planning – Vicki has met with David Vela, National Park Service Director, regarding concerns surrounding commercial use agreements. David Vela also joined the Western State’s Tourism Policy Council (WSTPC), an organization of 15 western state tourism directors, at their winter meeting and allowed the directors to speak openly with the challenges and concerns that the national parks in their areas face.

MARKETING COMMITTEE REPORT

- **Marketing Committee Report (Presentation)**
 - **Get More Mountain Time Advertising Campaign Update - Jonathan Smithgall, Media Buyer, Love Communications:**
 - Holiday vacation searches
 - Expedia: Utah Year-Over-Year Data 12/26-12/31
 - 28% growth in Utah searches
 - 13% growth in bookings
 - Subaru released a new ad that took place in Moab/Arches National Park.
 - Digital Summary
 - So far in the campaign we have seen over 262k post impressions, for a total post impression rate of 0.47%. This is an 83% increase from last month.
 - Mountain Time landing page has seen a 103% increase in web traffic compared to the same time last year.
 - Competitive targeting is 350% more efficient than the rest of our targeting signals in this campaign.
 - There have been 64,589 post-impression activities on Visit Utah, specifically compared to 84,986 last year.
 - We have tracked 9,867 hotel bookings for a total revenue of \$3.11 million. This is an 80% increase from last month.
 - Holiday Trends
 - Post Impressions by Activity
 - Changing Consumer Habits
 - Creative
 - DMA
 - Video Performance
 - Winter YouTube Campaign Summary
 - Year-Over-Year Analytics Data
 - **2019/2020 Winter in Southern Utah Report – Jonathan Smithgall**
 - Digital Summary:
 - Our campaign has driven a total of 46,058,590 impressions so far in the campaign, with over 75,000 post-impressions.
 - VisitUtah.com has received 14,641 post-impressions, with Discover Moab (3,571), St. George (3,691), and Kane County (1,846) as the next highest among key southern Utah destinations. All seeing over 100% growth from last month.
 - We have tracked 2,411 hotel bookings for a total revenue of \$599,000.
 - Holiday Trends
 - Post Impressions by Activity
 - Creative Performance
 - Native Content Summary
 - Custom Endemic Campaign
 - Our campaign that is currently live on Adventure Sports Network and Men’s Journal is currently leading in two efficiency benchmarks:

- ADR of \$126.09 is 13% stronger than the campaign average.
- Hotel Revenue per Unique Traveler of \$177 is 47% stronger than the campaign average.
- **Three-Season Marketing Creative Update – Scott Sorenson, Struck**
 - Scott showed the new 30 second and 15 second videos. To view all of the content please refer to the [presentation](#), specifically pages 42-54.

Motion: Nathan Rafferty made the motion to approve the requested \$50,000 carry-forward funds for Women in Travel marketing. Shayne Wittwer seconded the motion. Motion carried unanimously.

INTERNATIONAL MARKETING UPDATE

Rachel Bremer, Global Markets and Destination Development Manager, Utah Office of Tourism ([presentation](#)):

- Quarter 2 International Efforts
 - Sales Missions
 - FAM Tours
 - Travel trade/product development
- France/Belgium
 - Attendees:
 - Joyce Kelly – Greater Zion
 - Bill Scoffield – Garfield County Office of Tourism
 - Camille Taylor – Kane County Office of Tourism
 - Becki Lewis – Visit Cedar City-Brian Head
 - Celina Sinclair – Utah Office of Tourism
 - Cities: Brussels, Nantes, and Bordeaux
 - Highlights
 - Connections Consumer Travel Show in Belgium
 - USA Travel featured Utah as their cover image for their upcoming season’s brochure.
- UK/Ireland
 - Attendees:
 - Joyce Kelly – Greater Zion
 - Bill Scoffield – Garfield County Office of Tourism
 - Jeanette Peatross – Kane County Office of Tourism
 - Celina Sinclair – Utah Office of Tourism
 - Cities: Glasgow, Dublin, Manchester
 - Highlights
 - Media Luncheon with key journalists in Dublin.
- Canada
 - Attendees:
 - Bill Scoffield – Garfield County Office of Tourism
 - Shawn Stinson – VisitSaltLake
 - Rachel Buhler – Park City Chamber
 - Anelise Bergin – Ski Utah
 - Jana Brown – Heber Valley Office of Tourism

- Becki Lewis – Cedar City-Brian Head Tourism Bureau
 - Celina Sinclair – Utah Office of Tourism
- Highlights
 - Toronto Raptors/Utah Jazz Media & Consumer Event
 - 22 key Toronto based media
 - Utah ads in concourse, suites & Between spots
 - NBATV Canada
- FAM Tours
 - Highlights
 - Brandy Yanchyk – Canada – Media – Seeing the USA
 - Fabio Di Canio – Switzerland – Hotelplan Product Manager – Road trip state parks & National parks
 - Himraj Soin – India – National Geographic & The Outdoor Journal
- Product Development/Travel Trade
 - Highlights
 - Delta China Campaign promoting year-round visitation and ski
 - New road trip product with CRD-Germany
 - Yellowstone Loop – UK
- Looking Ahead
 - Sales Missions
 - Germany/Switzerland
 - China
 - Trade Shows
 - IITA
 - NAJ RTO West
 - Go West
 - Active America China
 - FAM's
 - Irish/UK Media ski & National Parks
 - Secret Side of Sundance Media
 - Zapper/Delta/KLM Media-ski
 - Jochen Schweizer Media – Germany
 - Ski trade – Germany/Switzerland
 - CANUSA – Northern UT – YSL-Trade-Germany
 - China trade/media – Delta co-op
 - “I know this spot” – Brand USA – China
- Destination Development
 - Three Programs:
 - Community Assessment – Consultant assesses the participant community and vicinity in regard to its status as a destination.
 - Destination Development Strategic Plan – Consulting firm will work with participants to develop a tourism master plan for destination development and tourism economy expansion.
 - Branding and Marketing Plan – Consulting firm will work with participants to create an authentic, compelling brand and strategy for use in messaging, marketing, and internal communications.

CONTENT UPDATE

Andrew Gillman, Content & Creative Manager, Utah Office of Tourism, shared a new video on Dinosaur Land that you can [watch here](#).

UTAH TOURISM INDUSTRY ASSOCIATION UPDATE

- UTIA report - Kaitlin Eskelson, Executive Director of UTIA
 - The Governor's Budget was released and recommended \$18 million for the TMPF, which is lower than what was allocated the previous year, \$25 million. Kaitlin is optimistic about support from the House and the Senate that the TMPF will be higher than what was proposed.
 - Rep Albrecht – priority bill with TRT and infrastructure, help with increased compliance around the state
 - Tourism Day on the Hill – March 4th
 - Hospitality Tourism Training Program has been approved by the Utah State Board of Education.

ANNOUNCEMENTS/UPCOMING EVENTS

- Elaine Gizler – The Dinosaur Diamond website has been updated. More content is being added with the goal to distribute before the busy season starts. A YouTube channel has also been created. You can learn more at dinosaurdiamondbyway.org.

MEETING ADJOURNED